

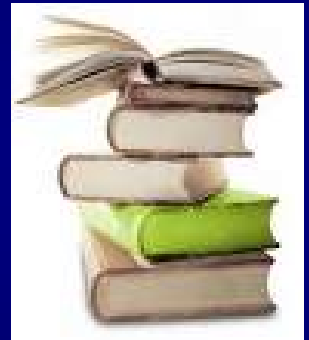
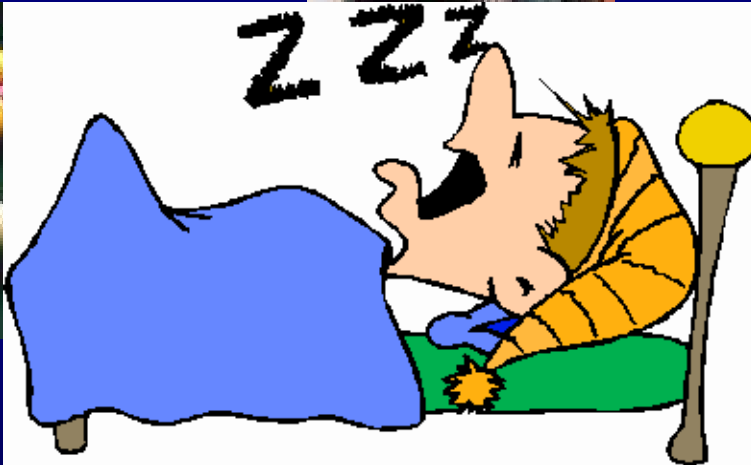
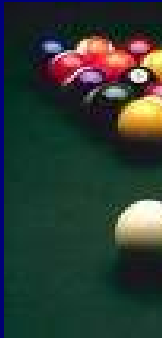
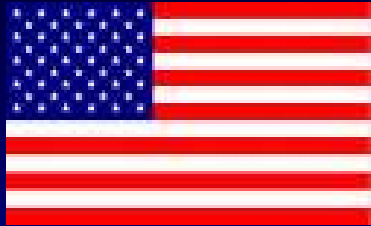


# Powerful Planning – Powerful Results:

Using Marketing Plan Pro to  
strengthen MWR

# Play it Forward





# Some people think.....

- “Marketing specialists have more important things to do than planning”
- “Planning is a waste of time.”
- “Doesn’t accomplish anything.”

All marketing plans are wrong!!!

# It's a Process, Not a Plan



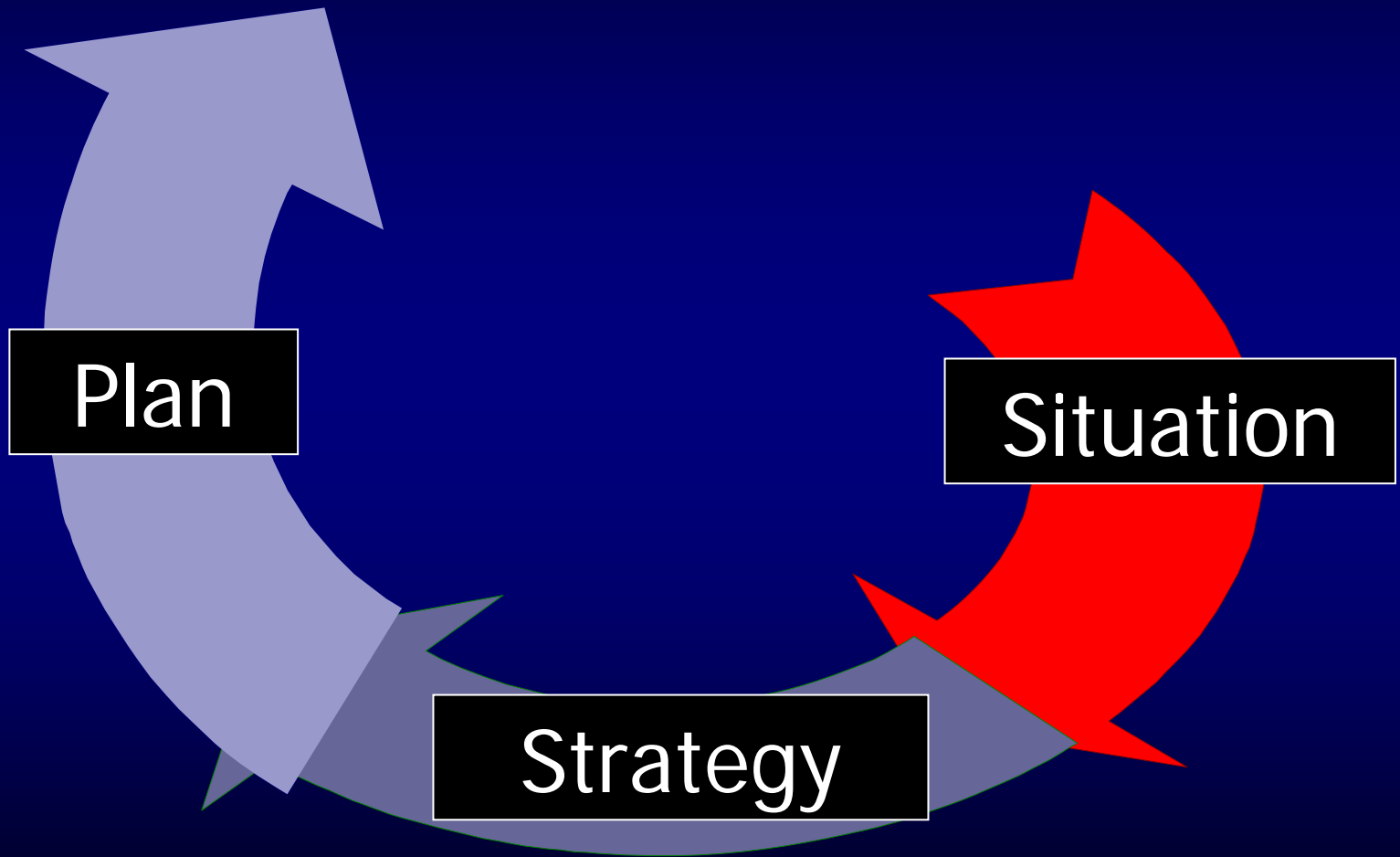
# Why Plan?



You want to go here

You are here now

# Step 1: Situation Analysis





# What's the Problem?

## And What's Your Solution?



Market Needs



# Know Your Market



# What, Who, and How Many

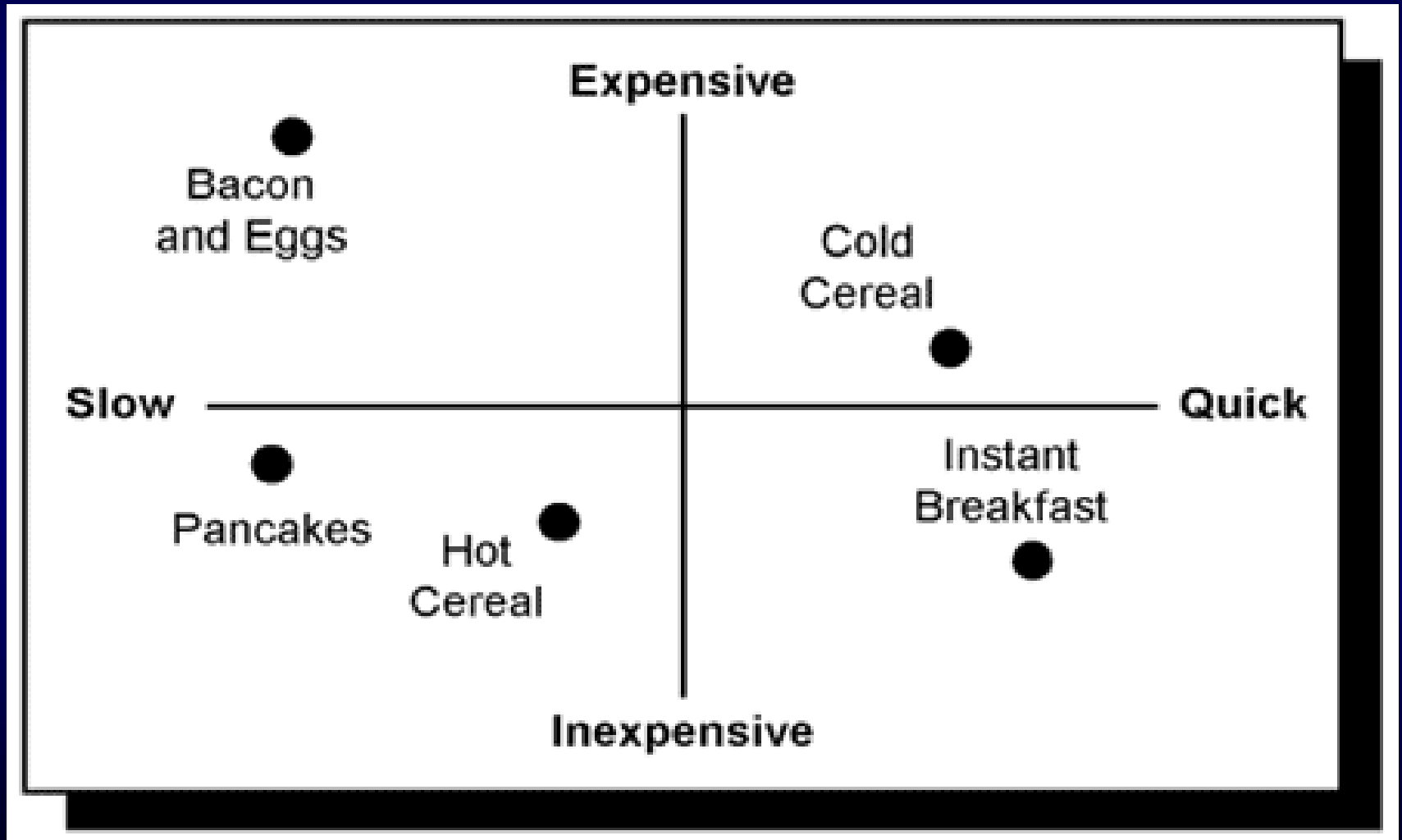


# Understand Market Segmentation





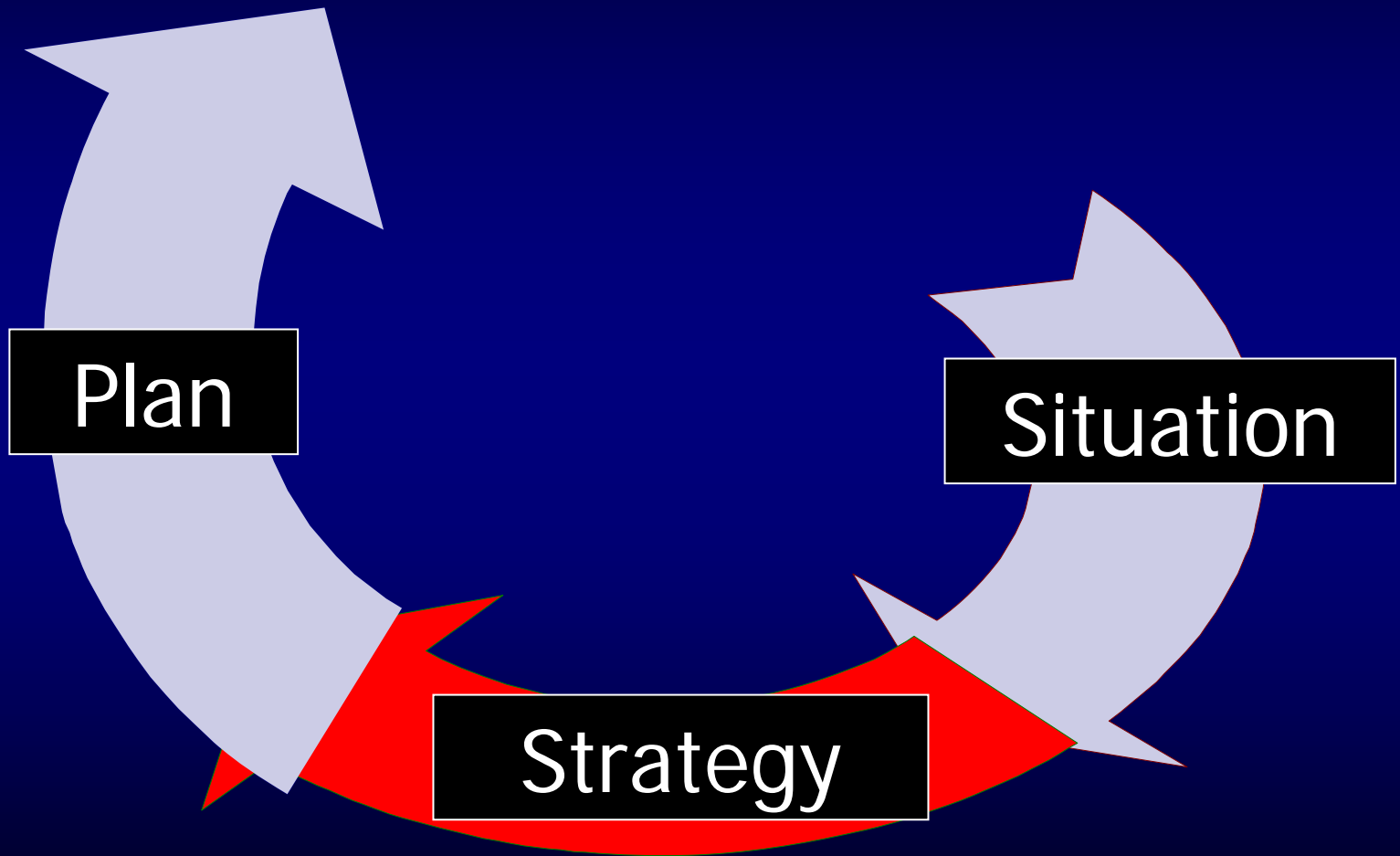
# Positioning



# Keys to Success



## Step 2: Strategy



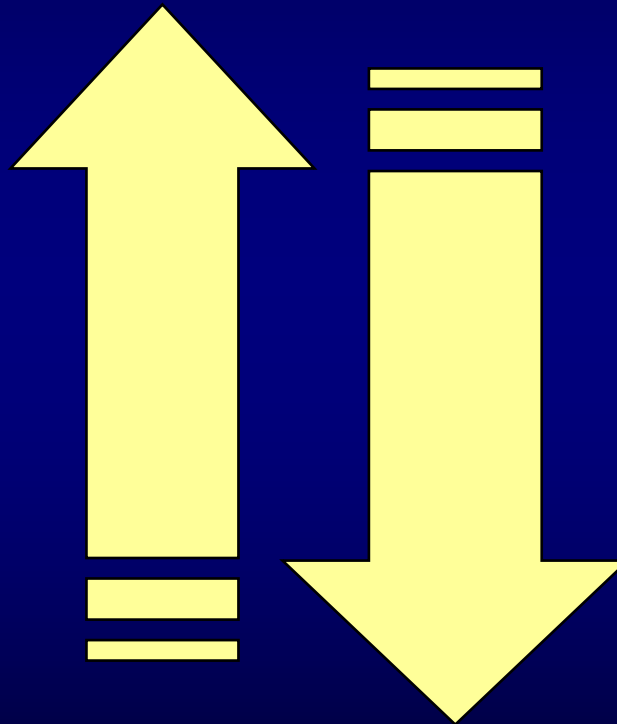


# Ideas vs. Opportunities



# Strategy is Focus

The more  
priorities or  
key points  
included...



The less likelihood  
of  
implementation...

Focus

# Strategy is Long Term

- Better a consistently applied mediocre strategy than a series of brilliant strategies



Consistency

# Strategy is Realistic





# Strategy Anticipates Demand

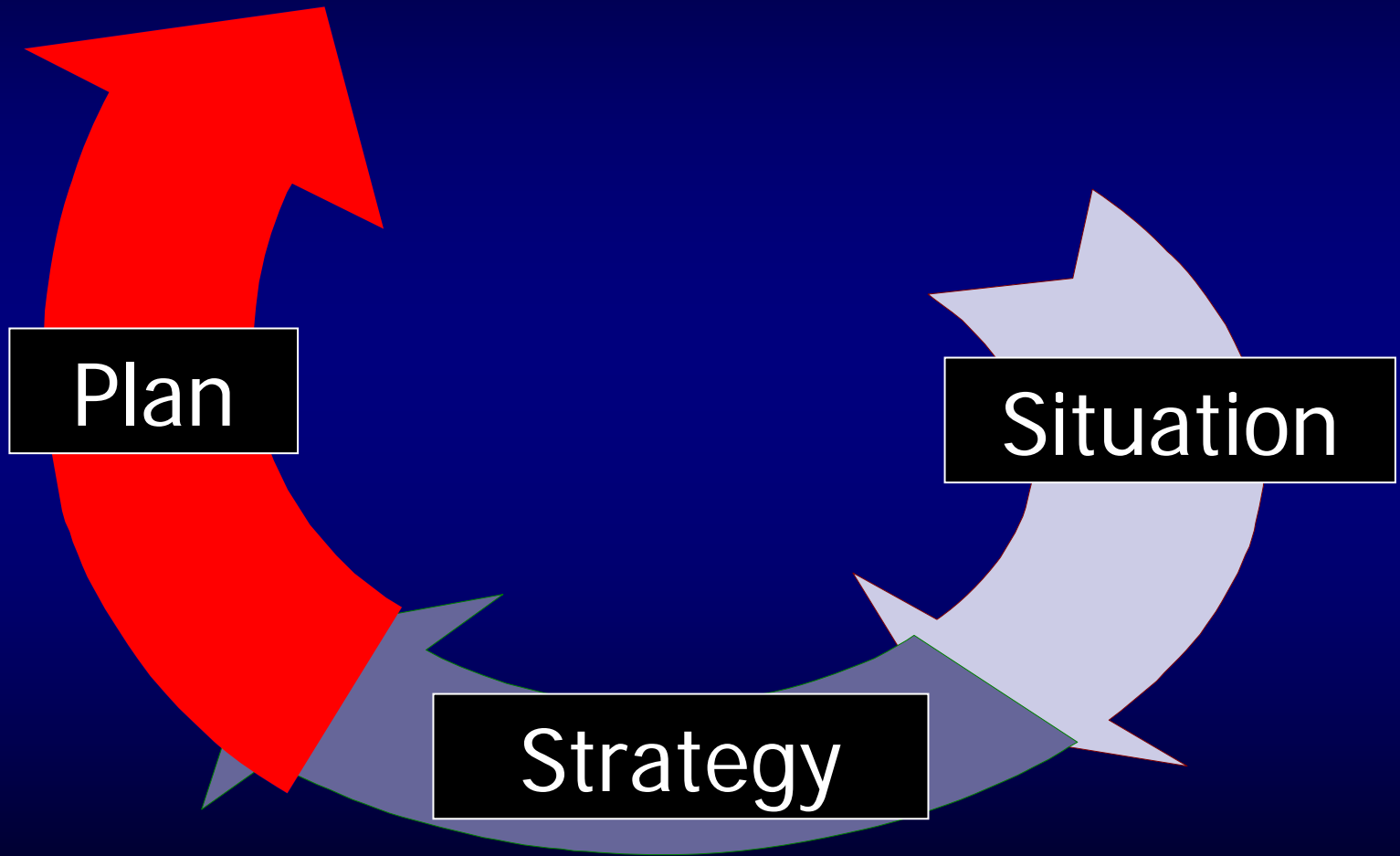


# Strategy Recognizes Displacement





# Step 3: The Plan



# Make it Concrete and Specific





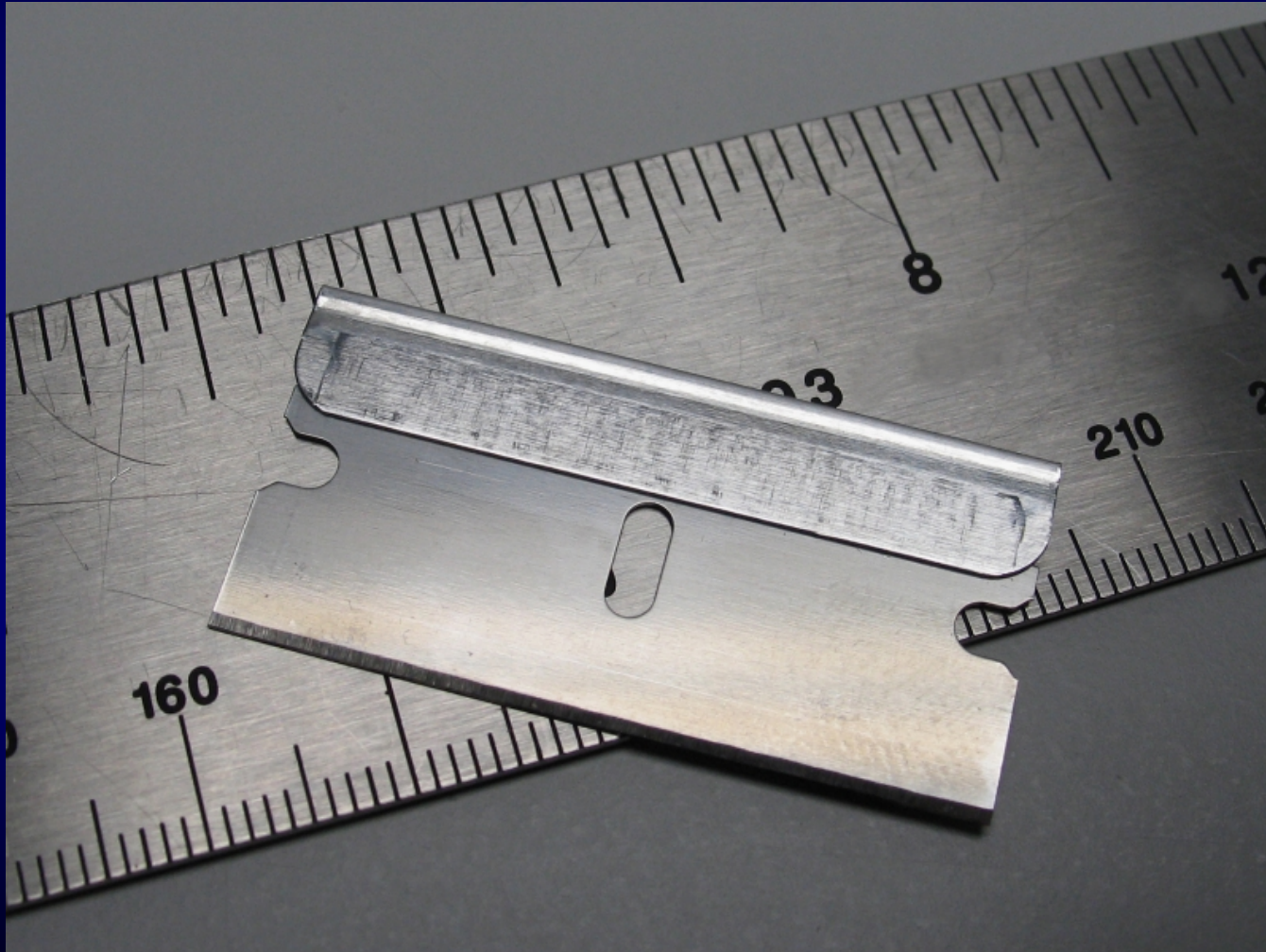
# Tailor the Outline for Your Needs

- Complete plan
- Funding plan
- Strategic marketing plan (define your strategy and create goals/forecasts)
- Financial forecast
- Implementation plan

## Add-ons

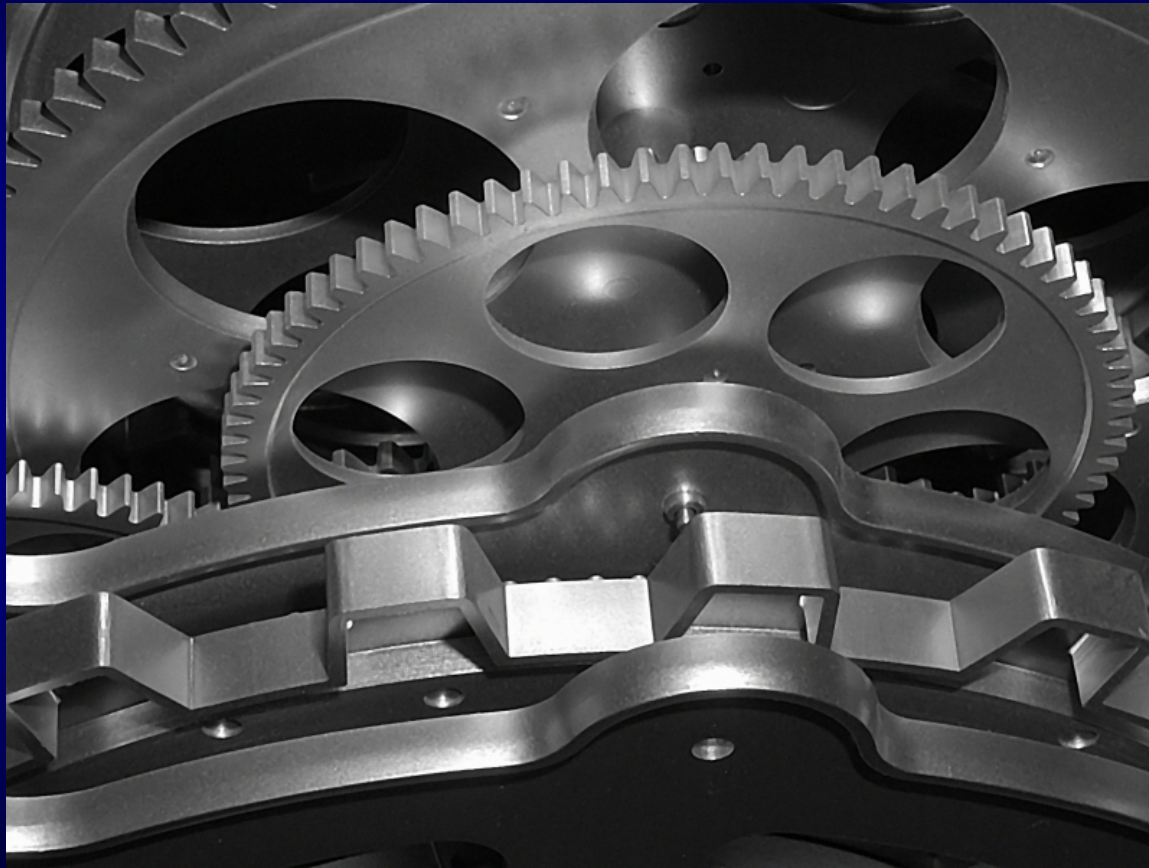
- Funding plan – acquire new and retain existing sponsorships
- Website support plan – for online marketing programs
- ROI on marketing efforts

# Objectives Must be Measurable



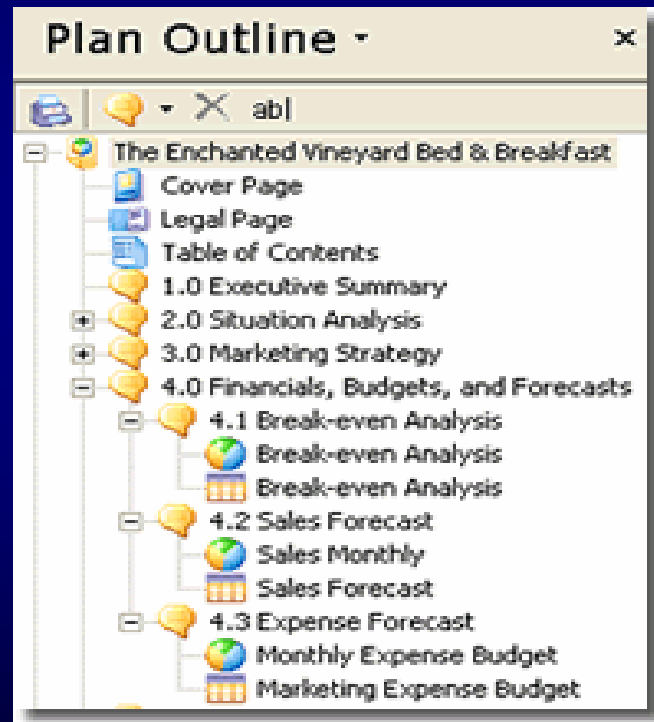


# Step 4: Make it Happen



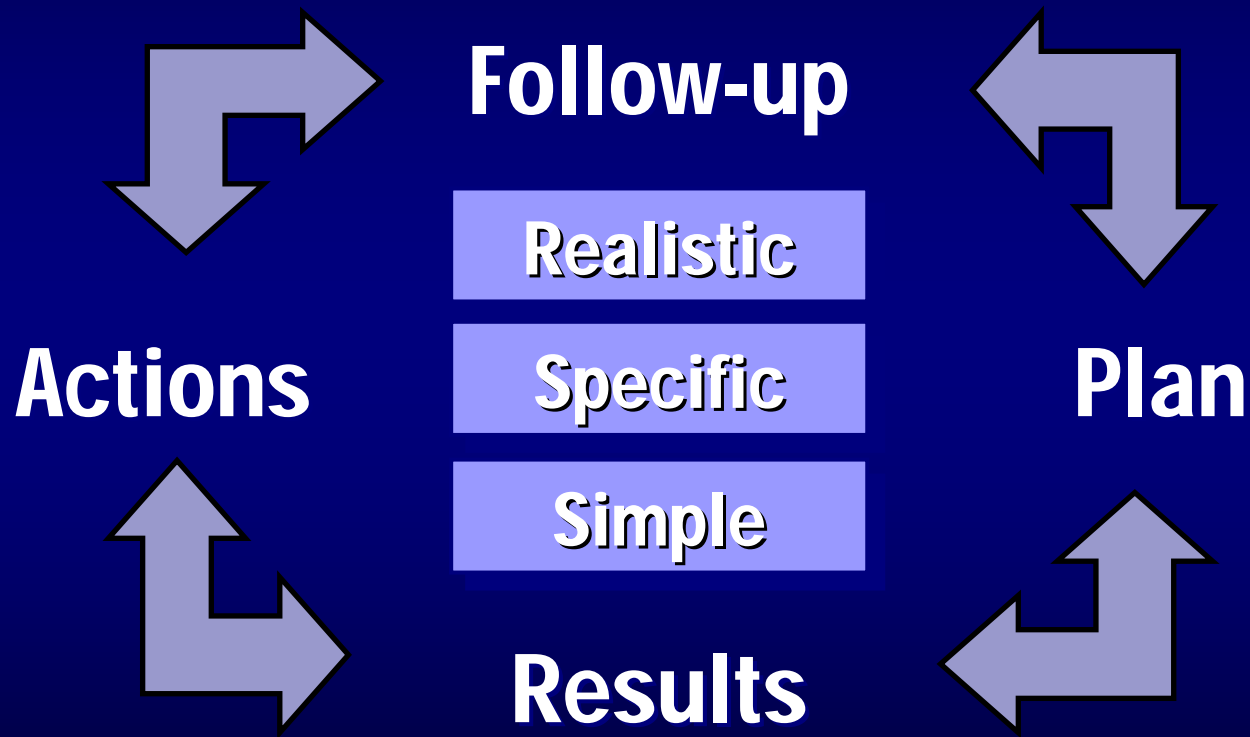
# Keep Your Plan Alive

## New Focus on Marketing Plan Implementation





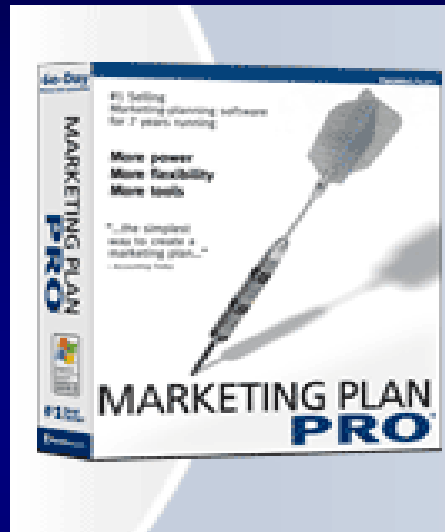
# The *Complete* Planning Process



# Group Breakout: Strategy Pyramid



# Marketing Plan Pro 9.0



## What's new!!



# Thank you!